

## Social Media and Content Executive

Salary Range: £25,000 - £30,000 depending on experience

Location: Remote working with travel

Application Closing Date: 5pm Monday August 15, 2022

Interviews Commence: September 5, 2022

### Job Description

The Racing Foundation aims to make a difference in horseracing by giving charitable grants to four key areas of the horseracing industry: People, Equine Welfare, Community Engagement and Environmental Sustainability.

To date, the Racing Foundation has given over £30million to charitable causes in horseracing. Examples of our beneficiaries include horseracing charities, inner-city riding schools, racehorse retraining centres and jockey nutrition programs.

We are currently looking for a candidate with a background in social media content creation to deliver engaging content to drive awareness of Racing Foundation funding and wider-industry projects.

The successful applicant will be digitally savvy, possess the self-motivation to work remotely and be able to show examples of engaging social media content they have created. There will be plenty of opportunity to travel and meet the Racing Foundation beneficiaries with excellent exposure to the whole of the horseracing industry.

### Key Relationships

Reporting to: Communications and Events Manager

Directly working with: Communications and Events Manager, Grants Manager, Chief Executive

Other key relationships: Racing Foundation beneficiaries including charities and individuals and racing's governing organisations.

### Main Responsibilities

- You will work with the Communications Manager to develop and optimise the social media strategy and support the Communications Manager in delivering the overall Racing Foundation Communications Strategy.
- As well as Racing Foundation communications, you will have the opportunity to make your mark in horseracing by creating content for a brand new, social media-first project to drive change in the wider horseracing industry.
- You will pitch social media content ideas on a weekly basis to the Communications Manager for the Foundation's Twitter, Instagram and LinkedIn accounts, bring these ideas to life and devise strategies to maximise reach and engagement amongst our target audiences.
  - You will create content in the form of both image and video for the Racing Foundation socials and other horseracing projects.
  - You will frequently travel to meet our beneficiaries and the horseracing projects they manage to gather and create content for Racing Foundation social media channels.
- As a key figure in the promotion of Racing Foundation events including the Horseracing Industry Conference, you will be responsible for event marketing through social media channels.
  - You will create, manage and optimise the Racing Foundation social media calendar across multiple platforms, making room for reactive or quick-win opportunities when necessary and keeping ahead of trends as they happen.
- You will work collaboratively with the Communications Manager to plan, conceptualise and develop engaging and impactful integrated social media content.
  - You will also be responsible for evaluating the effectiveness of social media activity against Key Performance Indicators agreed on with the Communications Manager.

- Ensure that all Foundation social media posts are delivered to the highest standard and are aligned with the Foundation's strategic ambitions.
- You will collect, analyse and evaluate social media performance metrics and present them to the Communications Manager.
- As well as social media, you will support the Communications and Events Manager in other areas of Racing Foundation communications. This could include writing articles and uploading them to the Racing Foundation website, proof-reading, transcribing, writing the newsletter and creating images to accompany stories.
- The Racing Foundation provides communications help, advice and support to our partners and beneficiaries and the successful applicant will use their skills to provide that support. For example, occasionally advising and helping other social media teams in the racing industry.
- As well as Communications, you will assist the Communications and Events Manager in the organisation of Racing Foundation events, including the Horseracing Industry Conference. This might include researching and booking venues, organising budgeting spreadsheets, collecting quotes from suppliers and being a key player in making sure the event runs smoothly on the day.

## Organisational Responsibilities

- The Racing Foundation operates with a small executive team and the successful applicant will provide general and administrative support and assistance to colleagues outside of communications to enable the Foundation to function effectively, such as supporting the organisation of board meetings and industry meetings.
- You will contribute to the delivery of the Racing Foundation strategy whilst adhering to the Foundation's policies and procedures.

## Individual Responsibilities

- To take ownership and responsibility for ensuring personal learning and development.
- To maintain relevant knowledge and understanding of the social media landscape.
- To take responsibility for personal health and safety and well-being.

\*Please note Person Specification on the next page\*

# Person Specification

Essential	Desirable
Work Experience	
A practical understanding of the social media landscape including Twitter, Instagram and LinkedIn.	Experience of using, understanding and managing social media channels and evidence of growing social media pages in both engagement and followers.
Education & Training	
Relevant experience.	Degree level or equivalent qualification
Knowledge and Skills	
Strong knowledge of social media platforms and an understanding of their algorithms.	
Understanding of how to turn articles and other content forms into engaging social media content.	
Ability to capture images that will captivate a social media audience	A working understanding of image capture and high-end images
Strong writing skills and grammatical attention to detail to ensure that all social media content is of the highest possible quality without errors. A strong understanding of tone to engage a target audience.	Experience of article writing and ability to contribute towards Racing Foundation website articles as well as social media posts and captions.

Basic filming and video editing skills to create social media content.	Ability to self-shoot and edit high-quality and engaging video content.
Ability to edit images for social media purposes.	Ability to design and create high-end social media assets.
Personal Attributes	
An enthusiastic and self-motivated approach and keen for a challenge, with the confidence and motivation to work remotely and use initiative.	
Excellent time management skills, with the ability to multi-task effectively and meet deadlines.	
Ability to be reactive to workload and re-prioritise when necessary. Use initiative and remain calm under pressure.	
A willingness and ability to understand the horseracing industry.	A knowledge and understanding of the horseracing industry
Willing to undertake some out of office hours work and to national and international travel as required	
Commitment to be flexible and deliver high standards of service to our beneficiaries and industry partners.	
A good team player with the ability to develop strong and effective working relationships internally and externally, including with industry leaders and a range of stakeholders.	Imaginative, creative approach to engaging with a diverse range of people